



## Workshop:

# Improving communication on human rights

26. – 30. October 2020 / Zoom

### ABOUT THE EVENT

To do their work, human rights defenders (HRDs) need to be able to perform their activities unhindered and exercise their rights fully. Unfortunately, the safety of HRDs is not guaranteed everywhere in the European Union. The rise of authoritarian tendencies and illiberal populism pose a serious threat to HRDs' safety. Attacks on press freedom in Slovakia and Malta, criminalization of organized efforts to offer support to refugees and migrants in Hungary, defamation of LGBTI and gender equality activists by Polish authorities are just a few examples of obstructed working conditions of HRDs. With COVID-19 pandemic replacing in-person gatherings and meetings with virtual ones, knowing how to use audio-visual means of communication in advocacy campaigns is an important skill for raising awareness for your cause and reaching out to a wider public. In order to create safer work environment for HRDs and promote liberal solutions for increasing visibility and safety of HRDs it is necessary to offer support for HRDs through public awareness campaigns. To know how to communicate human rights issues through audio-visual means of communication and social media is an important step towards that goal. This five-day tailor-made workshop will show you how to use audio-visual storytelling and techniques and work with creative teams to get your message across and provide you with practical takeaways for managing social media and media relations. Participants will also get a hands-on experience of creating a video series on the work of human rights defenders.

### EVENT SCHEDULE

*All times are indicated in the Central European Time (CET).*

*In some sessions, participants will be divided into two groups and will be able to choose their preferred time slot.*

#### Monday, 26. 10. 2020

**10:00** Welcome & introduction of the programme (Group 1 and 2)  
**Daniel Kaddik**, Executive Director, European Liberal Forum



10:30 Communicating human rights in a challenging working environment (Group 1 and 2)  
**Moderator: Michaela Lissowsky**, Senior Advisor Human Rights & Rule of Law, Friedrich Naumann Foundation for Freedom

12:00 END OF THE FIRST DAY

## Tuesday, 27. 10. 2020

09:00 How to turn heads and influence minds: the basic tenets of storytelling (Group 1)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

10:30 Close

11:00 How to turn heads and influence minds: the basic tenets of storytelling (Group 2)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

12:30 Close

15:00 How to turn heads and influence minds: the basic tenets of storytelling (Group 1)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

16:30 Close

17:00 How to turn heads and influence minds: the basic tenets of storytelling (Group 2)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

18:30 Close

END OF THE SECOND DAY

## Wednesday, 28. 10. 2020

09:00 Audience and genre: a view from the other side on how to choose ideas (Group 1)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

10:30 Close

11:00 Audience and genre: a view from the other side on how to choose ideas (Group 2)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films



12:30 Close

15:00 Audience and genre: a view from the other side on how to choose ideas (Group 1)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

16:30 Close

17:00 Audience and genre: a view from the other side on how to choose ideas (Group 2)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

18:30 Close

END OF THE THIRD DAY

## Thursday, 29. 10. 2020

09:00 Process is everything: how to get the most from creative teams (Group 1)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

10:30 Close

11:00 Process is everything: how to get the most from creative teams (Group 2)  
**Moderator: David Djambazov**, Director/Producer, Tanuki Films

12:30 Close

15:00 Masterclass on social media (Group 1 and 2)  
**Moderator: Adriana Černá**, Media Coordinator, People in Need

16:00 BREAK

16:15 Masterclass on media relations (Group 1 and 2)  
**Moderator: Marek Hlavica**, Executive Chairman, Association of Communication Agencies (AKA, Czech Republic)

17:15 END OF THE THIRD DAY



**Friday, 30. 10. 2020**

**10:00** Presentations of media projects

(Group 1 and 2)

**11:30** Announcement of upcoming activities and feedback round

**12:00** END OF THE EVENT

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